

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2018 / 2019

### BBM3824 –SMALL BUSINESS MANAGEMENT

(Distance Education)

27 MAY 2019

9 a.m. to 11 a.m.

(2 hours)

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#### INSTRUCTIONS TO STUDENTS

1. This questions paper consists of **ONE (1)** page excluding cover page.
2. Answer **ALL** questions. The marks for each question is given in the question paper.
3. Please write your answers in the Answer Sheet provided.

Answer **ALL** Questions. You are encouraged to include detailed explanation, personal opinions and examples to illustrate your answer.

### Question 1

Pricing is the process whereby a business sets the price at which it will sell its products and services, and may be part of the business' strategy plan. Explain the **FIVE (5)** importance of pricing for a small business firm.

(20 Marks)

### Question 2

Cash flow is the net amount of cash and cash-equivalents being transferred into and out of a business. Illustrate and explain the concept of "the valley of death" in cash flow management

(20 Marks)

### Question 3

Facility layout and design is an important component of a business's overall operations, both in terms of maximizing the effectiveness of the production process and meeting the needs of employees. Discuss **FIVE (5)** forms of waste while designing production layout.

(20 Marks)

### Question 4

Becoming a global company is an impressive accomplishment, but not every business is cut out for the challenge. Discuss **FIVE (5)** reasons why small business firms should consider going global.

(20 Marks)

### Question 5

Without a positive corporate culture, many employees will struggle to find the real value in their work, and this leads to a variety of negative consequences for your bottom line. Explain **FIVE (5)** characteristics of a positive culture.

(20 Marks)

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